

Business of the Month



Amy J. Born

Living in the mountains certainly has its challenges. Getting up-to-date and accurate local information is one. Many of us who've been here awhile have learned to deconstruct the weather reports and other stories from the Denver-based news stations in order to have them make sense for our unique situation, like subtracting 10 degrees from the weather forecast. Beyond temperature and snow conditions, however, there is a need for a broad range of very local news and, thankfully, we have an excellent source.

MyMountainTown.com (MMT) has evolved into an invaluable resource for the communities of unincorporated mountain Jefferson County, Park County and the Evergreen portion of Clear Creek County. Sharon Trilk, the brains

and heart of the site, has quietly made it her mission "to cover the news that the news doesn't cover." In doing so, she has created a sort of virtual town hall where residents can connect with one another, get answers to questions, stay in the loop on any number of topics, and of course get up-to-date, accurate traffic, weather and emergency information.

The site gathers information from many places. MMT partners with local print publications, webcams positioned in multiple popular locations can be viewed from the site to provide traffic and weather conditions in real-time, and Sharon monitors Jeffco sheriff and fire department scanners for any breaking news of interest to area residents, such as accidents, alerts or missing persons. It is also the place to find discussions about new developments, community meetings and transcripts of town hall meetings.

Sharon's love of this area and commitment to the people in it are the driving force behind the site, but it began because she faced an all-too-common issue: she had a rewarding career but working down the hill kept her away from her family and kept her from engaging in her community. After making the decision to stay home

with her kids, however, she missed the stimulation of work and intellectual conversations. She discovered the website 285bound and became a regular contributor in 2010. A year later, she bought the site from the company and in 2013, she turned it into MyMountainTown.com.

As a committed volunteer and board member with multiple local organizations, Sharon understands the value of engaging with the community, and the site provides many opportunities to do just that. MMT is designed to be easy-to-use with the user in mind. There are no annoying pop-up, auto play or Google ads, and because the intent is to connect people with local businesses and nonprofits, all advertising is local. Visitors can subscribe and get only the notifications they request. Joining groups is easy and it is a safe, friendly space to ask questions and learn about topics of interest. "We provide reliable, credible information and people are treated fairly and equally. We want to be that welcoming place for people to share information," Sharon says. For those who



enjoy their discussions a bit more heated, however, there's a space for that too.

On MMT, you can join a fantasy football league, learn about social media, find local businesses, explore the outdoors and discover hidden gems (click Mountain Secrets on the homepage). There are many forums to engage with, as well as classifieds and a community calendar. "For me, it's all about helping our community become informed about issues so they stay safe, providing a site that has all the local info they want or need, and helping support our area businesses and nonprofits so we all succeed and thrive," Sharon adds.

Join the conversation, or just stop by to see what's going on at MyMountainTown.com.